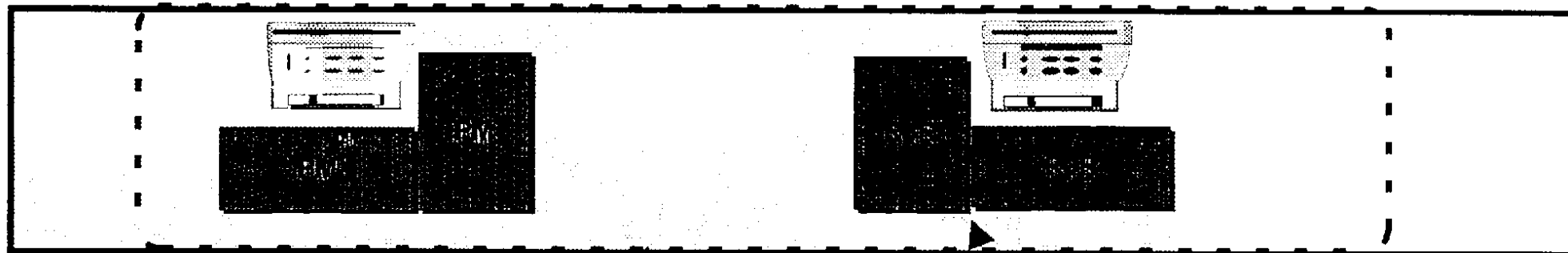




RJR / PM VAP ON BACKBAR BASED ON STORE PARTICIPATION



DORAL PRICE CALL-OUT ON OPM

RJR SPECIAL WHITE WIRE FPD OR 7-ELEVEN APD

NOTE: RJR/PM ARE AUTHORIZED ONE PDI PIECE - RJR'S IS THE RJR/7-ELEVEN CLOCK SIGN



DOOR

Shirley Bodger
7-ELEVEN CATEGORY MANAGER

Jeffrey S. Rumberger
RJR REPRESENTATIVE

7/7/98
DATE

51853 4596